REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. More particularly, Applicant thanks the Examiner for giving consideration to the examples and arguments provided with respect to the previous response to Office Action filed by the Applicants. Here, Applicant has amended Claims 1, 8, 13, 20 and 25, and added Claim 26. Applicant respectfully submits that no new matter has been added, thus, Claims 1-26 remain pending in the present application. This application has been carefully reviewed in light of the Official Action mailed July 19, 2005 and the comments made by the Examiner. Applicant respectfully requests reconsideration and favorable action in this case.

Rejections Under 35 U.S.C. § 103

Claims 1-25 stand rejected as obvious over U.S. Publication No. 2002/0152237 ("Cohen") in view of U.S. Patent No. 5,991,735 ("Gerace").

In order to establish a prima facie case of obviousness, the prior art references must teach or suggest all of the claim limitations; there must be is some suggestion or motivation in the references (or within the knowledge of one of ordinary skill in the art) to modify or combine the references; and there must be a reasonable expectation of success. M.P.E.P. 2142, 2143; In re Vaeck, 947 F.2d 488, 20 U.S.P.Q.2d 1438 (Fed. Cir. 1991).

The Applicant respectfully submits that the combination of the Cohen and Gerace references do not disclose all of the claim limitations of Claims 1-26.

Independent Claims 1, 8, 13, 20 and 25

Claim 1, as amended, recites a method for "receiving a first frame identifier and a first network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame provided by a location distinct from the tracking location, finding a record including the first frame identifier, a second network address, and a second time, wherein the second time precedes the first time and generating an entry for a table that includes the first frame identifier, the first network address, the second network address, and a third time." Claims 8, 13, 20 and 25 recite similar limitations.

Thus, embodiments of the invention can be used to track a user's movements between network addresses with more specificity by allowing the determination of the origination of a request at locations distinct both from the location from where a request originated or a location

providing a web page or view to a user. For example, a view may be presented from a web server to a user. This view may contain a first frame containing a link to a first network address. This first network address may be requested from a first frame at a first time. This first frame may have a frame identifier associated with it. This first network address and first frame identifier may be received at a tracking location (such as a server) which is distinct from the location (such as a web server) which provided the view from which the request was made fro the first network address. A table may be searched to locate records associated with the frame identifier of the first frame. Specifically, a record may be found which includes the first frame identifier and a second associated network address at a second time, with the second time preceding the first time. This may indicate that the user has requested the first network address from the first frame which is associated with the second network address. A new entry in the table can then be created which may include the first frame identifier, the network address for that frame identifier (second network address), the requested network address (first network address) and temporal information. In this manner, a table is created that includes current and prior network addresses to more accurately track the movement of the user from one network address to another network address utilizing a frame displayed at the first network address. The data collected in this table may allow a node diagram to be created which represents a more accurate determination of the movement of a user between network addresses from specific frames.

To explain more thoroughly, a specific exemplary scenario may be helpful. Suppose a user is "surfing" the web at "Location A". Initially a user may request a view or a web page which is provided to the user by a server at "Location B". Thus, a user may be viewing a web page at "Location A" that was provided by a server at "Location B". From a frame of this view (provided by "Location B") the user may request data associated with a network address at "Location C". A frame identifier associated with this frame and the requested network address may then be received at "Location D" which is the tracking location. "Location D" may be distinct from both "Location A" and "Location C", thus a user's movement between and among network addresses may be tracked regardless of the fact that neither the location of the user ("Location A"), the location providing the view from which the user made a request ("Location B") or the location of the network address requested ("Location C") are synonymous with the tracking location ("Location D"). Note that this scenario is exemplary and many other possibilities or scenarios may be accomplished with embodiments of the present invention.

After reviewing the portions of the Gerace reference cited in the Office Action Applicant believes that neither Gerace nor Cohen discloses, "receiving a first frame identifier and a first network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame provided by a location distinct from the tracking location," as recited by Claim 1

More specifically, Gerace recites that a upon a user logging onto program 31, program 31 generates an initial screen view for display to the user. This screen view provides various menu selections of various agate information. Upon user selection of a menu item, program 31 displays corresponding up-to-date information. In addition program 31 records the user's selection and his viewing activity with respect to the agate information. In particular, program 31 (and its component program controller 79) generates screen views and transmits them to the user. (See Gerace, Col. 4, Lines 27-48).The user may then make selections from this screen view, while program 31 records these selections. Thus, the program 31 of Gerace creates views to be displayed to logged in user, sends these views to the user and records the selection activity of the user.

To utilize a similar example as above, suppose a user is "surfing" the web at "Location A". According to the program of the Gearace reference initially a user may log onto program 31 ("Location B"). Program 31 may then provide a view or a web page which is provided to the user at "Location A". Thus, a user may be viewing a web page at "Location A" that was provided by program 31 ("Location B"). From this view (provided by "Location B") the user may request data. This data may be provided in another view by program 31 ("Location B") and the request of the user tracked by program 31 ("Location B") As can be seen then, according to the system of the Gerace reference, the same location (program 31) is both providing screen views to the user and recording the user's activity with respect to those screen views.

Accordingly, Applicant respectfully submits that Gerace does not disclose, "receiving a first frame identifier and a first network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame provided by a location distinct from the tracking location," as recited by Claim 1, and respectfully requests the withdrawal of the rejection of Claim 1. Additionally, as Claims 8, 13, 20 and 25 contain limitations similar to Claim 1, Applicant respectfully requests the withdrawal of the rejection of these claims as well.

<u>Dependent Claims 2-7, 9-12, 14-19 and 21-24</u>

As Claims 2-7, 9-12, 14-19 and 21-24 are further limitations on patentable Claims 1, 8, 13 or 20, Applicant respectfully submits that Claims 2-7, 9-12, 14-19 and 21-24 are patentable as well. Consequently, Applicant respectfully requests the withdrawal of the rejection of these claims as well.

<u>Newly Added Claim 26</u>

Applicant has added Claim 26. Applicant respectfully submits that no new matter has been added by this amendment. Additionally, Applicant respectfully submits that newly added Claim 26 is allowable for at least the reasons presented herein.
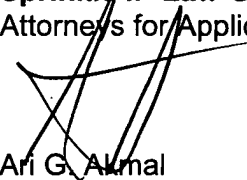
<u>CONCLUSION</u>

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of Claims 1-26. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

Sprinkle IP Law Group
Attorneys for Applicant

Ari G. Akmal
Reg. No. 51,388

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1301 W. 25th Street, Suite 408
Austin, TX 78705
Tel. (512) 637-9220
Fax. (512) 371-9088